Maintain a sufficient workforce from program launch into program maturity

Your program will rely on its contractor base in order to succeed, so take steps to ensure that the capacity of the workforce is sufficient to launch your program and to maintain it as it grows. An **evaluation** [1] of over 140 programs found that successful programs fostered and maintained relationships with a large pool of contractors. Many Better Buildings Neighborhood Program partners took the time to learn about contractors' businesses and align program promotions with those needs. Focus on expanding contractors' businesses and avoid interrupting or complicating a sale. Also, remember that it is important not to take contractors' leads to their competitors, as can occur when programs pool all leads and distribute them on a rotating basis. Contractors are protective of leads they generated themselves, so this can become a disincentive for contractors to participate in your program.

If you understand contractors' business processes and align promotions during contractors' periods of greater availability, you can help ensure that your program will retain a reliable workforce into the future. One way that you can attract the contractors you need is to design your program in a way that will benefit contractors. Take steps to ensure that contractors want to work with your program, and to reduce barriers to their ability to do so.

- **Enhabit** [2], formerly Clean Energy Works Oregon, created a system to help ensure that the program did not interfere with competition among contractors, or cause contractors' leads to be given to their competitors. Initially, the program pooled all leads and referred them to contractors on a rotating basis, assigning them to the next contractor in line. This led to some contractors' leads being given to other contractors. The program later improved that process by assigning a code to each contractor, and when a contractor generated a lead, the customer would use the appropriate code. In that way, Enhabit would be able to assign the work to the appropriate contractor.

- **Seattle's Community Power Works** [3] coordinated with contractors before launching marketing initiatives that were going to drive a spike in demand. Contractors could then prepare in advance for the increase in customer interest, and the program was able to establish required timelines for contractors to follow, to ensure that new customers received an evaluation in a timely manner.

(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){ (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o), m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m) })(window,document,'script','//www.google-analytics.com/analytics.js','ga'); ga('create', 'UA-43507104-20', 'auto', {'name': 'BBNP0'}); ga('BBNP0.send', 'pageview');ga('BBNP0.send', 'pageview'); var _gaq = _gaq || []; _gaq.push(['BBNP0._setAccount', 'UA-43507104-20']); jQuery(document).ready(function() { jQuery('body a[href$=".pdf"]').each(function() { jQuery(this).click(function() { var title = jQuery(this).attr('text'); _gaq.push(['BBNP0._trackEvent', 'PDF', 'Download', title]); }) }) });(function() { var so = document.createElement('script'); so.type = 'text/javascript'; so.async = true; so.src = 'https://rpsc.energy.gov/sites/all/modules/custom/pnnl_google_analytics/js/eere.js'; var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(so, s); })();

Source URL: https://rpsc.energy.gov/tips-for-success/maintain-sufficient-workforce-program-launch-program-maturity

Links
[1] http://energy.gov/eere/better-buildings-neighborhood-program/accomplishments#reports
[2] https://enhabit.org/
[3] http://energy.gov/eere/better-buildings-neighborhood-program/seattle-washington